

ENCYCLOPAEDIA BRITANNICA FILMS

"A cross-sectional check by outstanding educators indicated there are many conceptions as to the true definition of a classroom film," H. R. Lissack, general sales manager of *Encyclopaedia Britannica Films Inc.*, told members of the field representatives in a recent post-war planning meeting.

Mr. Lissack, through field representatives, is still collecting educators' definitions of the classroom film. "One of the definitions," he said, "which received greatest acclaim and which not only defines a classroom film but also defines our product is: 'Encyclopaedia Britannica classroom films are professionally produced to be used by teachers as an integral part of the regular school curriculum.' Inherent in the classroom film is the factor of authenticity and that its use will result in desirable learning."

To distinguish the classroom film from three other general types he pointed out that "the advertising film is one that has as its primary purpose the creation of point of view, attitudes, or knowledges about a service or a thing which represents the primary interest of the sponsor of the film."

"Among others there are two other general types of films," he explained, "the documentary and the entertainment. The documentary film is one which realistically and in an undisguised manner interprets the events or the cultures of the day in terms of the developments of the past for the purpose of stimulating constructive thinking and planning the future."

"Contrasting the *Encyclopaedia Britannica* Classroom film to the entertainment film," Mr. Lissack concluded, "the entertainment film is one which has as its first objective, emotional release and secondly, may contribute to broad cultural backgrounds, but which usually recognizes no age or academic limits."

INDEX TO VOLUME 7

- After Exposure—What?, James Perkins Saunders, 42
- Agersborg, H. P. K., To Everyone, Greetings!, 112
- American Education Week, 22
- Appreciation Through Classroom Organization, Charles W. Gouget, 55
- Atlas in General Biology, (review). Alfred M. Elliott, 166
- Audio-Visual Program, 64
- Bailey, Alfred M., Filming in the High Country, 45
- Biological Briefs, Ruth Sherman Stein, 95, 164
- Biology and the Future of Man, Science of, A. J. Carlson, 75

- Biology Laboratory, A Living, Irving C. Keene, 173
- Biology Teaching in Cleveland, Direction of, Vincent R. Peterson, 61
- Bird Photography with Biology Students, Allen Downs, 31
- Blakeslee, Albert F., Teachers Talk Too Much, 136
- Blood Factor, A Brief Review of the Genetics and Clinical Importance of, Herluf H. Strand-skov, 128

BOOKS REVIEWED

- A Design for General Education, 92
- Armstrong, W. Earl, Hollis Ernest V., and Davis, Helen E., The College and Teacher Education, 165
- Bishop, Sherman C., Handbook of Salamanders, 69
- Evendon, E. S., Teachers for Our Times, 166
- Grant, Julius, Hackh's Chemical Dictionary, 143
- Gustafson, A. F., Guise, C. H., Hamilton, W. J., Jr., Ries, H., Conservation in the United States, 69
- Hoagland, Dennis R., Lectures on the Inorganic Nutrition of Plants, 92
- Hoerr, Normand L., et al., Frontiers in Cytochemistry, 69
- Jean, Frank C., Harrah, E. C., and Powers, S. R., Man and His Biological World, 69
- Morris, Percy A., They Hop and Crawl, 92
- Pope, Clifford, Amphibians and Reptiles of the Chicago Area, 166
- Rafinesque, C. S., A Life of Travels, 120
- Rodgers, Andrew Denny American Botany, 144
- Smith, Ella T., Exploring Biology, 93
- Weckstein, A. M., Directed Activities in Biology, 120

By the Way, 15, 21, 57, 126, 162, 185

- Canadian Nature, 15, 35
- Carlson, A. J., The Science of Biology and the Future of Man, 75
- Cataloguing and Filing Kodachromes, Method of, Richard L. Weaver, 114
- Chemical Gardening in the High School Laboratory, Karlem Riess, 101
- Chicago Biology Round Table, 95
- Classroom Experiment, A Simple, Marvin D. Solomon, 189
- Clay Models for the School Museum, Gertrude S. Evans, 51
- Clay Tiles, Incised Patterns in, Gertrude S. Evans, 163
- Cleveland Meeting, 39
- Cochran, M. Blanche, Vocabulary Study via Cross-word Puzzle, 151
- Colin, E. C., Materials Used in Teaching Genetics, 134
- Collecting Lady Beetles, A. Franklin Shull, 189
- Conservation Series, Unit V, Wildflower Conservation, P. L. Ricker, 153
- Cross-word Puzzle, 152, 186
- Culinary Herbs, A. E. Hutchins, 16

- DDT, Concerning, 141
- Dobzhansky, Theodosius, What Is Heredity?, 127
- Downs, Allen, Bird Photography with Biology Students, 31

ENCYCLOPAEDIA BRITANNICA FILMS

"A cross-sectional check by outstanding educators indicated there are many conceptions as to the true definition of a classroom film," H. R. Lissack, general sales manager of *Encyclopaedia Britannica Films Inc.*, told members of the field representatives in a recent post-war planning meeting.

Mr. Lissack, through field representatives, is still collecting educators' definitions of the classroom film. "One of the definitions," he said, "which received greatest acclaim and which not only defines a classroom film but also defines our product is: 'Encyclopaedia Britannica classroom films are professionally produced to be used by teachers as an integral part of the regular school curriculum.' Inherent in the classroom film is the factor of authenticity and that its use will result in desirable learning."

To distinguish the classroom film from three other general types he pointed out that "the advertising film is one that has as its primary purpose the creation of point of view, attitudes, or knowledges about a service or a thing which represents the primary interest of the sponsor of the film."

"Among others there are two other general types of films," he explained, "the documentary and the entertainment. The documentary film is one which realistically and in an undisguised manner interprets the events or the cultures of the day in terms of the developments of the past for the purpose of stimulating constructive thinking and planning the future."

"Contrasting the *Encyclopaedia Britannica* Classroom film to the entertainment film," Mr. Lissack concluded, "the entertainment film is one which has as its first objective, emotional release and secondly, may contribute to broad cultural backgrounds, but which usually recognizes no age or academic limits."

INDEX TO VOLUME 7

- After Exposure—What?, James Perkins Saunders, 42
- Agersborg, H. P. K., To Everyone, Greetings!, 112
- American Education Week, 22
- Appreciation Through Classroom Organization, Charles W. Gouget, 55
- Atlas in General Biology, (review). Alfred M. Elliott, 166
- Audio-Visual Program, 64
- Bailey, Alfred M., Filming in the High Country, 45
- Biological Briefs, Ruth Sherman Stein, 95, 164
- Biology and the Future of Man, Science of, A. J. Carlson, 75

- Biology Laboratory, A Living, Irving C. Keene, 173
- Biology Teaching in Cleveland, Direction of, Vincent R. Peterson, 61
- Bird Photography with Biology Students, Allen Downs, 31
- Blakeslee, Albert F., Teachers Talk Too Much, 136
- Blood Factor, A Brief Review of the Genetics and Clinical Importance of, Herluf H. Strand-skov, 128

BOOKS REVIEWED

- A Design for General Education, 92
- Armstrong, W. Earl, Hollis Ernest V., and Davis, Helen E., The College and Teacher Education, 165
- Bishop, Sherman C., Handbook of Salamanders, 69
- Evendon, E. S., Teachers for Our Times, 166
- Grant, Julius, Hackh's Chemical Dictionary, 143
- Gustafson, A. F., Guise, C. H., Hamilton, W. J., Jr., Ries, H., Conservation in the United States, 69
- Hoagland, Dennis R., Lectures on the Inorganic Nutrition of Plants, 92
- Hoerr, Normand L., et al., Frontiers in Cytochemistry, 69
- Jean, Frank C., Harrah, E. C., and Powers, S. R., Man and His Biological World, 69
- Morris, Percy A., They Hop and Crawl, 92
- Pope, Clifford, Amphibians and Reptiles of the Chicago Area, 166
- Rafinesque, C. S., A Life of Travels, 120
- Rodgers, Andrew Denny American Botany, 144
- Smith, Ella T., Exploring Biology, 93
- Weckstein, A. M., Directed Activities in Biology, 120

By the Way, 15, 21, 57, 126, 162, 185

- Canadian Nature, 15, 35
- Carlson, A. J., The Science of Biology and the Future of Man, 75
- Cataloguing and Filing Kodachromes, Method of, Richard L. Weaver, 114
- Chemical Gardening in the High School Laboratory, Karlem Riess, 101
- Chicago Biology Round Table, 95
- Classroom Experiment, A Simple, Marvin D. Solomon, 189
- Clay Models for the School Museum, Gertrude S. Evans, 51
- Clay Tiles, Incised Patterns in, Gertrude S. Evans, 163
- Cleveland Meeting, 39
- Cochran, M. Blanche, Vocabulary Study via Cross-word Puzzle, 151
- Colin, E. C., Materials Used in Teaching Genetics, 134
- Collecting Lady Beetles, A. Franklin Shull, 189
- Conservation Series, Unit V, Wildflower Conservation, P. L. Ricker, 153
- Cross-word Puzzle, 152, 186
- Culinary Herbs, A. E. Hutchins, 16

- DDT, Concerning, 141
- Dobzhansky, Theodosius, What Is Heredity?, 127
- Downs, Allen, Bird Photography with Biology Students, 31

- Downs, Theodore, Photography Through the Microscope, 35
- Editorial Comment, 14, 38, 60, 86, 115, 132, 161
- Education for All American Youth, Oscar Riddle, 116
- Education in Armed Services, Guide to Evaluation, 167
- Eight-Year-Old Looks at His World, Louise A. Neal, 5
- Election Notice, 167
- Elliott, Alfred M., Atlas in General Biology (review), 166
- Evans, Gertrude S., A Simple Motor-Pattern Test, 18, Clay Models for the School Museum, 51, Incised Patterns in Clay Tiles, 163
- Eyestone, B. L. and Trump, Richard F., A Photography Project for Biology, 38
- Fairy Shrimps, Donald S. Lacroix, 164
- Feeding Plants, Helen Field Watson, 10
- Field Trips with a Long-Range Purpose, Mary D. Rogick, 79
- Filming in the High Country, Alfred M. Bailey, 45
- Films, Review of, 70
- Filmstrips for Schools, 166
- Flower Parts Cross-word Puzzle, 152
- From the Managing Editor, Charles B. Price, 110
- Gadgets, Donald S. Lacroix, 20
- Genetics issue, (editorial), 132
- Genetics, Special Issue, March, 123
- Gerberich, John B., Rearing Tree-Hole Organisms in the Laboratory, 83
- Gouget, Charles W., Appreciation Through Classroom Organization, 55
- Harvard Apparatus Company and Dr. W. T. Porter, 71
- Hatching Individual Frog Eggs, James Perkins Saunders, 140
- Heller, David H., A Letter from Somewhere in Belgium, 85
- Helping Crippled Children, 94
- Heredity, What is, Theodosius Dobzhansky, 127
- Hollenbeck, Irene, Preview of Biology, 182
- Hutchins, A. E., Culinary Herbs, 16
- Jeffers, G. W., International Biology, 64
- Keene, Irving C., A Living Biology Laboratory, 173
- Lacroix, Donald S., Gadgets, 20, Photography, 27, A Biology Reference Shelf, 58, Migration of Birds, 113, Fairy Shrimps, 164
- Letter from Somewhere in Belgium, David H. Heller, 85
- Living Memorial, Plan for, Richard Rogers, 111
- Lockwood, Betty, Our Responsibilities, (editorial), 161
- Loehwing, W. F., Current Developments in Science and Biology Teaching, 89
- Materials Used in Teaching Genetics, E. C. Colin, 134
- Meetings, 14, 39, 85, 94, 95, 112, 162, 179
- Membership Statistics, 181
- Migration Routes of Birds, Donald S. Lacroix, 113
- Miller, Jesse V., Teaching Heredity the Scientific Way, 123
- Moment, G. B., A Method for Quieting Paramecium, 59
- Motor-Pattern Test, A Simple, Gertrude S. Evans, 18
- Mounting Guard Cells, A Method of, Ralph A. Rood, 64
- Neal, Louis A., An Eight-Year-Old Looks at His World, 5
- New Managing Editor, 152
- New York Association of Biology Teachers, 94, 162
- Notes on Locals, Prevo Whitaker, 162, 179
- Our Responsibilities, (editorial), Betty Lockwood, 161
- Peterson, Vincent R., The Direction of Biology Teaching in Cleveland, 61
- Pharmacy, Future of, 71
- Photo Club, Why Not A, Ralph A. Rood, 40
- Photos, Tell It With, W. J. Sumpstine, 88
- Photography, Donald S. Lacroix, 27
- Photography Project for Biology, A, B. L. Eyestone and Richard F. Trump, 38
- Photography, Special Issue, November, 27
- Photography Through the Microscope, Theodore Downs, 35
- Pittsburgh Regional Meeting, 14
- Plant Collecting in a Beginning Botany Course, Egbert H. Walker, 176
- Population Genetics of Lady Beetles, A. Franklin Shull, 142
- Post-War Education, Science in, Guy F. Williams, 147
- President's Page, 13, 180
- Previews of Biology, Irene Hollenbeck, 182
- Price, Charles B., 133
- Price, Charles B., From the Managing Editor, 110
- Quieting Paramecium, Method for, G. B. Moment, 59
- Recent Publications, 70, 93
- Reference Shelf, A Biology, Donald S. Lacroix, 58
- Ricker, P. L., Wild Flower Conservation, (Conservation, Unit V), 153
- Riddle, Oscar, Education for All American Youth, 116
- Riess, Karlem, Chemical Gardening in the High School Laboratory, 101
- Rogers, Richard, Plan for Living Memorial, 111
- Rogick, Mary D., Field Trips with a Long-Range Purpose, 79
- Rood, Ralph A., Why Not a Photo Club?, 40, A Method of Mounting Guard Cells, 64
- Rutgers University Research Council, 21
- Saunders, James Perkins, After Exposure—What?, 42, Hatching Individual Frog Eggs in Test Tubes, 140
- Science and Biology Teaching, Current Developments in, W. F. Loehwin, 89
- Shinn, Edwin H., How Teachers May Promote Summer Garden Projects, 184
- Shull, A. Franklin, Population Genetics of Lady Beetles, 142, Collecting Lady Beetles, 189
- Silent Teaching, Helen Field Watson, 149

Solomon, Marvin D., A Simple Classroom Experiment, 189
 Southern California Association of Life Science Teachers, 112
 Southwestern Pennsylvania Biology Teachers Club, 85
 Special Issues, 21
 Spring Flower Cross Word Puzzle, 186
 Stein, Ruth Sherman, Biological Briefs, 95, 164
 Strandskov, Herluf H., A Brief Review of the Genetics and Clinical Importance of the Rh Blood Factor, 128
 Summer Garden Projects, How Teachers May Promote, Erwin H. Shinn, 184
 Sumpstine, W. J., Tell It with Photos, 88

Take A Picture of It, Richard Trump, (editorial), 38
 Teachers Talk Too Much, Albert F. Blakeslee, 136
 Teaching Heredity the Scientific Way, Jesse V. Miller, 123
 To Everyone—Greetings!, H. P. K. Agersborg, 112
 Treasurer's Report, 15
 Tree-Hole Organisms, Rearing in the Laboratory, John B. Gerberich, 83
 Trowbridge, Helen, President's Page, 13
 Trump, Richard P., Take a Picture of It (editorial), 38, see Eyestone, B. L.

Visual Education Project, Roy James Watson, 87
 Vocabulary Study via Cross-Word Puzzle, M. Blanche Cochran, 151

Walker, Egbert H., Teaching Plant Collecting in a Beginning Botany Course, 176

Walker Prizes in Natural History, 63
 Watson, Helen Field, Feeding Plants, 10, Silent Teaching, 149
 Watson, Roy James, A Visual Education Project, 87
 Weaver, Richard L., A Method of Cataloguing and Filing Kodachromes, 114
 Whitaker, Prevo L., Editorial Comment, 60, Notes on Locals, 162
 Wildflower Conservation, P. L. Ricker, 153
 Williams, Guy F., Science in Post-War Education, 147

LADY BEETLES WANTED

The undersigned is prepared to buy collections of lady beetles from anywhere in North America. Dry specimens will usually suffice; only occasionally will live beetles be needed. Offers are invited.

A. FRANKLIN SHULL, *Dept. of Zoology*
 University of Michigan Ann Arbor, Mich.

A PROJECT IN CHEMICULTURE

"Suggestions for using nutrient solutions and plant hormones to teach biology."
 (Published March 1945)

An illustrated guide based on actual teaching experience. Contains directions for making up solutions from chemicals which can be found in almost any high school laboratory; twenty of the most successful formulae; a list of science principles and learning outcomes; a complete bibliography; discussion of plant disorders, factors controlling growth, and the use of plant hormones. Price \$1.00 Prepaid. SCIENCE CLUBS, 600 Newport Ave., Williamsburg, Va.

To All Readers:

If you have not already done so, renew your subscription now for one or more years. Be sure not to miss any issues of Volume 8.

THE NATIONAL ASSOCIATION OF BIOLOGY TEACHERS ☐ NEW

M. A. RUSSELL, Secretary-Treasurer,
 403 California Ave., Royal Oak, Mich.

☐ RENEWAL

I hereby apply for membership in The National Association of Biology Teachers and enclose \$2.00* as my annual membership dues \$1.60 of which is for a year's subscription to The American Biology Teacher. (Subscription may not be had separately)

M

Please Print Name

Street and Number

City and State

SCHOOL POSITION

Local biology teachers association of which I am a member

* Outside of United States \$2.50.

